

March 4, 2015
Board of Agriculture Update
Communications and Promotions Team

- Attended the Tulare World Agriculture Expo and connected hundreds of attendees including several dairies interested in Nevada
- Organized FFA Week activities and tours including proclamation signing at the Governor's Office, tour of Reno Provisions and Urban Roots, and a Q&A with the publisher and editor of *Edible Reno-Tahoe*
- Participated in the Small Farm Conference and recruited two additional businesses for Buy Nevada
- Continue to advertise in *Edible Reno-Tahoe* and *Progressive Rancher* promoting the ag plate and Buy Nevada
- Placed two Reno-Tahoe International Airport back-lits for Buy Nevada and Meal Pattern
- Announced School Breakfast Challenge with Governor Sandoval and the First Lady and Walmart at a press conference attended by 4 TV news stations, AP and Nevada Appeal
- Managed media inquiries and public record requests
- Continuing development of export survey for agriculture and food producers and processors, to determine if they need any assistance in exporting their products internationally
- Continuing to work with companies to expand in or locate to Nevada
- Provided export training, financing, international trade leads, and market research
- Developing updated Nevada agriculture facts posters for K – 16
- Coordinating pre-service training with CABNR